

## Claims

1. A system for distributing electronic coupons, comprising:
  - a plurality of wireless mobile terminals;
  - 5 a customer profile database for storing a plurality of customer profiles corresponding to the wireless mobile terminals; and
  - a server, operatively coupled to the customer profile database and communicating with the wireless mobile terminals over a network, for selectively transferring one or more electronic coupons to at least one of the wireless mobile terminals based on a comparison between the customer profiles and seller filtering criteria.
- 10 2. The system of claim 1, further comprising:
  - means for determining the current location of each of the wireless mobile terminals and storing data representing the current location in the customer profile database.
- 15 3. The system of claim 2, wherein the determining means includes a global positioning system (GPS) subsystem in each of the mobile wireless terminals and an application in each of the mobile wireless terminals for transferring the location indicated by the GPS subsystem to the customer profile database.
- 20 4. The system of claim 2, wherein the determining means includes an application for determining the current location based on a base station identifier associated with each of the wireless mobile terminals.
- 25 5. The system of claim 2, wherein the determining means includes an application for determining the current location based on a base station RF triangulation method performed by wireless network infrastructure.

6. The system of claim 1, wherein the seller filtering criteria includes a maximum distance between the physical location of the seller and a potential customer.
7. The system of claim 6, further comprising an application for computing the distance between the current location of each of the wireless mobile terminals and the physical location of the seller and for selecting those wireless mobile terminals within the maximum distance.  
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8. The system of claim 1, wherein the seller filtering criteria includes a latest arrival time.  
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9. The system of claim 8, further comprising:
  - means for determining the travel times between the current locations of the wireless mobile terminals and the seller's physical location; and
  - 15 means for determining estimated arrival times for the wireless terminal based the travel times; and
  - means for transferring the electronic coupons only to those wireless mobile terminals having an estimated arrival time prior to the latest arrival time.
- 20 10. The system of claim 9, wherein the means for determining driving times includes a publicly available traffic congestion server.
11. The system of claim 1, further comprising:
  - a seller interface, operatively coupled to the server, for permitting sellers to enter  
25 the seller filtering criteria.
12. The system of claim 1, wherein the seller filtering criteria includes parameters selected from the group consisting of service type, goods type, latest arrival time, coupon expiration date, coupon expiration time, discount amount, coupon offer, seller physical location, landmark information, and any combination of the foregoing.  
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13. The system of claim 1, wherein each of the customer profiles includes data selected from the group consisting of static data, dynamic data and any combination of the foregoing.

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14. The system of claim 13, wherein the static data includes data selected from the group consisting of name, customer ID, association membership, diet preferences, age, gender, allergies, hobbies, home address, email address, and any combination of the foregoing.

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15. The system of claim 13, wherein the dynamic data includes current location, time-of-day, calendar date, time of arrival, and any combination of the foregoing.

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16. The system of claim 1, wherein each of the wireless terminals includes a display for presenting the electronic coupons to a seller from redemption.

17. The system of claim 16, wherein the electronic coupon displays a barcode capable of being scanned by the seller.

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18. A method for distributing electronic coupons to wireless mobile terminals, comprising:

storing a plurality of customer profiles corresponding to a plurality of wireless mobile terminals;

25 selecting at least one of the wireless mobile terminals based on a comparison between the customer profiles and seller filtering criteria; and

transferring over a wireless network one or more electronic coupons to the at least one wireless mobile terminal.

19. The method of claim 18, further comprising:

determining the current location of each of the wireless mobile terminals; and  
storing data representing the current location in the customer profile database.

20. The method of claim 19, wherein the step of determining includes:
  - 5 determining the current location using a global positioning system (GPS) subsystem in each of the mobile wireless terminals; and transferring the current location indicated by the GPS subsystem to the customer profile database.
- 10 21. The method of claim 19, wherein the step of determining includes:
  - 15 determining the current location based on a base station identifier associated with each of the wireless mobile terminals.
22. The method of claim 19, wherein the step of determining includes:
  - 15 determining the current location based on a base station RF triangulation method performed by wireless network infrastructure.
23. The method of claim 18, wherein the seller filtering criteria includes a maximum distance between the physical location of the seller and a potential customer.
  - 20 24. The method of claim 22, further comprising:
    - 25 computing the distance between the current location of each of the wireless mobile terminals and the physical location of the seller; and selecting those wireless mobile terminals located within the maximum distance.
  - 25 25. The method of claim 18, wherein the seller filtering criteria includes a latest arrival time.
  26. The method of claim 25, further comprising:

determining the travel times between the current locations of the wireless mobile terminals and the seller's physical location; and

5 determining estimated arrival times for the wireless terminal based on the travel times; and

transferring the electronic coupons only to those wireless mobile terminals having an estimated arrival time prior to the latest arrival time.

27. The method of claim 26, further comprises:

using a publicly available traffic congestion server for determining driving times.

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28. The method of claim 18, further comprising:

receiving the seller filtering criteria from at least one seller.

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29. The method of claim 18, wherein the seller filtering criteria includes parameters selected from the group consisting of service type, goods type, latest arrival time, coupon expiration date, coupon expiration time, discount amount, coupon offer, seller physical location, landmark information, and any combination of the foregoing.

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30. The method of claim 18, wherein each of the customer profiles includes data selected from the group consisting of static data, dynamic data and any combination of the foregoing.

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31. The method of claim 30, wherein the static data includes data selected from the group consisting of name, customer ID, association membership, diet preferences, age, gender, allergies, hobbies, home address, email address, and any combination of the foregoing.

32. The method of claim 30, wherein the dynamic data includes current location, time-of-day, calendar date, time of arrival, and any combination of the foregoing.

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33. A wireless mobile terminal, comprising:
  - a display;
  - a memory;
  - a network interface for communicating with a server over a packet network;
  - 5 a processor, operatively coupled to the display, the memory and the network interface; and
  - an application stored in the memory and executable on the processor, for transferring the current location of the wireless mobile terminal to the server and for receiving and displaying on the display an electronic coupon selectively sent by the
  - 10 server based on the current location of the wireless mobile terminal.
34. The wireless mobile terminal of claim 33, further comprising:
  - a global positioning system (GPS) subsystem for indicating the current location of the wireless mobile terminal.
- 15 35. The wireless mobile terminal of claim 33, wherein the application stores the electronic coupon in the memory.
36. The wireless mobile terminal of claim 33, wherein the application includes means
  - 20 for allowing a user to enter information into a customer profile stored in a database accessible by way of the packet network.